



PRINTING

Trim size 8.25" x 10.875"

Live area (bleed) .1875" each side from trim (3/16")

Web offset (SWOP)

Saddle-stitch

DISPLAY ADVERTISING SIZES

Space	Bleed	Non-Bleed	Trim	Live
2-page Spread	16.875" x 11.25"	15" x 10"	16.5" x 10.875"	16.125" x 10.5"
Full Page	8.625" x 11.25"	7.25" x 10"	8.25" x 10.875"	7.875" x 10.5"
1/2 Page Spread	16.875" x 5.65"	N/A		

Space	Non-Bleed
2/3 page Vertical	4.625" x 10.000"
1/2 Page Vertical/Island	4.625" x 6.875"
1/2 Page Horizontal	7.250" x 4.875"
1/3 Page Vertical	2.250" x 10.000"
1/3 Page Square	4.625" x 4.875"
1/4 Page Vertical	3.500" x 4.875"
1/4 Page Horizontal	4.625" x 3.500"
1/6 Page Vertical	2.250" x 4.875"
1/6 Page Horizontal	4.625" x 2.250"

MARKETPLACE ADVERTISING SIZES

Space	Size
1/8 Page Vertical	2.250" x 3.25"
1/8 Page Horizontal	3.500" x 2.25"
1/12 Page Square	2.250" x 2.25"
1 Column inch Horizontal	1.625" x 1.00"



AcousticGuitar.com

MAIL PO Box 767, San Anselmo, CA 94979-0767

SHIPPING 255 West End Ave, San Rafael, CA 94901

PHONE (415) 485-6946 FAX (415) 485-0831

WEB AcousticGuitar.com

E-MAIL Advertising@AcousticGuitar.com

Adrienne Serna

Western Region

(415) 485-6946 ext. 633

adrienne@stringletter.com

Cindi Kazarian

Northeastern Region

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Sarah Hasselberg

Central Region

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Bradley Wolf

Southeastern Region

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bradley@stringletter.com

REQUIRED MATERIALS

FILE SUBMISSION

Ads must be submitted via the Ad portal at www.stringletterads.com

- 1. Create an Account:** Be sure to write down your User ID and Password for future use
- 2. Follow the instructions for:** "Upload My Ad"
- 3. Select one of the three options:**
"Submit new ad" OR "Submit revised ad" OR "Pickup existing ad"
- 4. Continue as prompted**
- 5. Name your file by issue date and advertiser name**, i.e., 052010GreatGuitars (for May 2010 issue and your company name)
- 6. All uploaded ads must be in PDF format.**
For help in creating a PDF, see **PDF creation Help** on the left navigation bar at stringletterads.com

ADDITIONAL DELIVERY OPTIONS

If you cannot send files via the Ad Portal:

- 1. E-mail them** (if under 8MB) to: adart@stringletter.com

They can be sent as is, stuffed, or zipped.

—OR—

- 2. Send CD/DVDs to:**

Your Advertising Representative
String Letter Publishing
255 West End Ave.
San Rafael, CA 94901
Telephone: (415) 485-6946

We accept native application files from InDesign, Illustrator, or Photoshop. Submit these files with all linked images and supporting screen and printer fonts. Do not use menu styling. Save Illustrator and Photoshop files as .tiff or .eps files at 300 DPI. Be sure to convert all type to outlines.

TYPE, RESOLUTION, AND COLOR

All fonts **MUST** be embedded, or converted to outline.

All files need a minimum resolution of 300 dpi at 100% of their print size.

All colors should be in process CMYK, and not specified as spot or PMS.

All files must have marks indicating trim and bleed (as necessary).

PROOFS

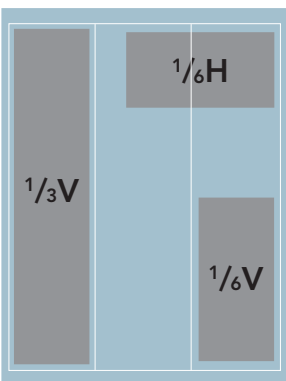
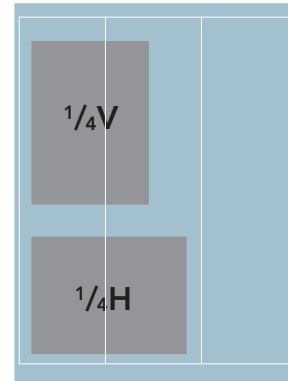
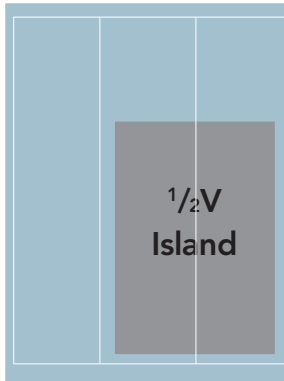
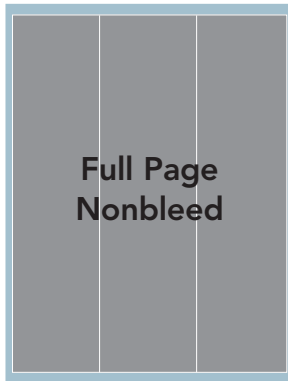
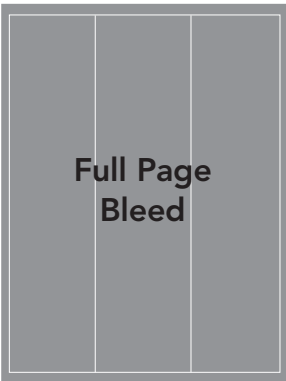
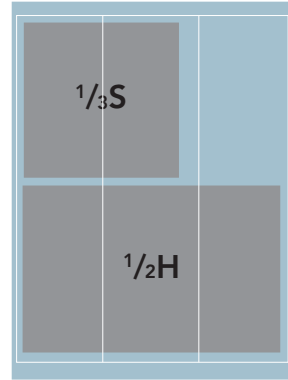
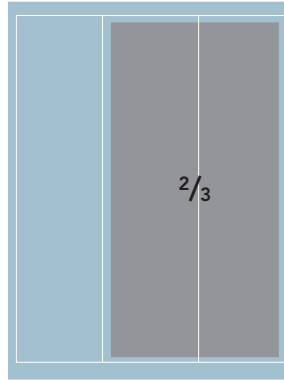
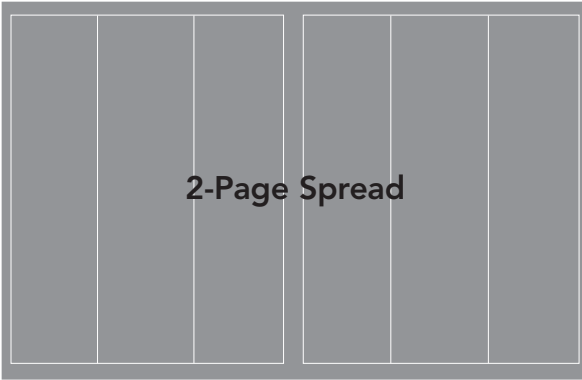
We cannot guarantee accurate color reproduction on press unless a SWOP-calibrated CONTRACT color proof is supplied. See <http://www.swop.org/certification/cert2006.asp> for specific formats accepted as contract quality proofs.

UNACCEPTABLE MATERIALS

No film or live art will be accepted. **No** Microsoft Word or other word processing files will be accepted.

Contact Hugh O'Connor in the Production Department at adart@stringletter.com or call (415) 485-6946, ext. 615 with any additional questions or concerns regarding ad files or submitting other materials.

Print Ad Configurations



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